

# Ngoc Tran

I connect the dots between people, language, and design.

## contact

ngoctrieutran.com  
ngoctran@gatech.edu  
812.734.4874

## skills

### Research

Interviews  
Observations  
Contextual Inquiry  
Affinity Diagraming  
Comparative Analysis  
Surveys  
Usability Testing

### Design

Brand Identity  
Sketching  
Data Visualization  
Prototyping  
Video Editing

### Tools

Tableau  
Figma  
Qualtrics  
Solidworks  
Adobe Creative Suite  
HTML/CSS  
Java  
JavaScript

## languages

Fluent Vietnamese  
Conversational Spanish

## awards

**Undergraduate Student of the Year**  
Finalist, May 2019

**Senior 100 Award**  
Recipient, Jan 2019

**Marianne Lewis Award**  
Finalist, Apr 2018

**Kolodzik Business Scholar**  
Recipient, Aug 2015 – May 2019

**Cincinnatus Scholar**  
Recipient, Aug 2015 – May 2019

## education

### Georgia Institute of Technology

Master of Science in Human-Computer Interaction  
*Atlanta, GA | May 2021*

### University of Cincinnati

Bachelor of Business Administration  
Majors: Information Systems, Marketing  
*Cincinnati, OH | May 2019*

## experience

### Georgia Tech Research Institute | Graduate Assistant – UX Design

Develop interactive dashboards to leverage multiple data sources and provide insights for data-driven decision-making. Conduct multiple feedback sessions with various user groups.  
*Atlanta, GA | Jan 2020 - Present*

### Halo Communications | Marketing Coordinator

Designed graphics, landing pages, and web content for marketing campaigns. Created interactive media for company website. Wrote articles about trends in healthcare technology for audiences of over 2000 readers.  
*Cincinnati, OH | Jan 2019 – Jul 2019*

### UC Consumer Insights Lab | Marketing Research Assistant

Created adaptive survey to study the effects of lighting on consumers' attitudes, behaviors, and motivations. Analyzed qualitative and quantitative data collected from over 150 survey participants.  
*Cincinnati, OH | Jan 2019 – Apr 2019*

### Halo Communications | Marketing Intern

Brainstormed and redesigned company career page to provide intuitive webpage for potential applicants. Wrote "Halo Highlights," an interview series showcasing Halo employees and company culture.  
*Cincinnati, OH | May 2018 – Aug 2018*

### UC Kolodzik Business Scholars Association | President

Facilitated planning and execution of all events and programming for 180 members. Designed graphics, data visualizations, and online newsletter to highlight academic honors program.  
*Cincinnati, OH | Apr 2018 – May 2019*

### TITLE Magazine | Content Writer

Wrote articles about fashion, travel, social media, and student life. Collaborated with writers, photographers, editors, and layout designers to create relevant content for the UC campus community.  
*Cincinnati, OH | Aug 2017 – Apr 2018*